

Mr. H. B. Merritt

September 12, 1960

C. E. Maxwell, Jr.

Panel Tests Showing the Effect of Bentonite on Smoke Flavor
(All cigarettes Chico-Made Unless Noted)

- A. 100% BL cigarettes coded 216-78A (old std. 1.2 GPF) versus 100% BL cigarettes coded 216-78B (1.2 GPF special binder with Bentonite):

A triangle difference smoking test did not show any significant differences (8/28 correct) in taste between the cigarettes.

- B. 100% BL cigarettes coded 216-78A (old std. 1.2 GPF) versus 100% BL cigarettes coded 216-78C (2.4 GPF special binder with Bentonite):

A triangle difference smoking test did not show any significant differences (8/28 correct) in taste between the cigarettes.

- C. 100% BL cigarettes coded 216-78A (old std. 1.2 GPF) versus 100% BL cigarettes coded 216-78D (0.8 GPF special binder with Bentonite):

A triangle difference smoking test showed the cigarettes significantly different (15/29 correct) in taste at the 5% level of significance, but the nature of the difference was not clearly defined. Each cigarette was equally preferred and both cigarettes were described as strong and irritating. We recommend an additional test on these cigarettes in order to establish this finding or to determine the difference.

- D. Parliament cigarettes containing 80% Parliament filler (BL free) plus 20% BL control (N std. 1.6 GPF) filler versus Parliament cigarettes containing 80% Parliament filler (BL free) plus 20% BL coded 230A (1.2 GPF special binder with Bentonite) filler (no filters):

A significant triangle difference smoking test did not show any significant differences (11/29 correct) in taste between the cigarettes.

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- E. Parliament cigarettes containing 80% Parliament filler (BL free) plus 20% BL control (N std. 1.6 GPF) filler versus Parliament cigarettes containing 80% Parliament filler (BL free) plus 20% BL coded 230B (1.6 GPF special binder with Bentonite) filler (no filters):

A triangle difference smoking test did not show any significant difference (9/28 correct) in taste between the cigarettes.

- F. Production made Parliament cigarettes Coded 460 (BL binder N std. 1.6 GPF) versus Parliament cigarettes coded 459 (BL binder with Bentonite 1.2 GPF):

Individually or combined,

/the results of two triangle difference smoking tests did not show any significant differences (19/56 correct) in taste between the cigarettes.

- G. 20% Parliament filler (BL free) plus 80% BL filler coded 245-48B cigarettes versus 20% Parliament filler (BL free) plus 80% BL filler coded 245-48A containing 1.2 GPF special binder with Bentonite (no filters):

A triangle difference smoking test did not show any significant differences (8/21 correct) in taste between the cigarettes.

- H. 100% BL cigarettes coded 273B (N std. 1.6 GPF) versus 100% BL cigarettes coded 273A (1.6 GPF special binder with Bentonite):

A triangle difference smoking test did not show any significant differences (8/22 correct) in taste between the cigarettes.

Our judges did not find any specific difference which they agreed upon in these tests. We conclude that the lack of unanimity means there is no large difference between cigarettes made from Bentonite binder BL when compared to old binder or new standard binder BL. If a change is to be made in production, we recommend additional full pack hand-out tests to determine if a build-up factor is involved.

/jos

cc: Dr. R.B. Seligman
Mr. W.H. Danker

R. E. Harwell, Jr.

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